



Frequent Rider Miles

Award

GUIDEBOOK

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Frequent Rider Miles Award

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Frequent Rider Miles is a program of Safes Routes to Schools,
a project of the Transportation Authority of Marin.

Introduction



Frequent Rider Miles (FRM) is an annual contest held every spring and sponsored by ----- . The contest asks students to keep track of each time they walk, bike, carpool, or ride the bus to and from school. Every time a student accumulates 20 points, they receive both an instant reward from a “grab bag” and a raffle ticket, and get their name entered into a raffle to win valuable prizes. At the end of the contest a drawing is held to select the prize winners. The contest is set up to run for six weeks starting at the beginning of April. However, each school can organize the contest for any length of time that they feel is appropriate.

How to Organize the Contest

Advertising

Start announcing the contest at least two to three weeks prior to the start of the contest with posters and announcements. One week prior to the contest, distribute cards to the students with instructions on how to play. This can be done through backpack mail or by sending a volunteer to each classroom. The contest can also be explained to the whole school during a regular scheduled assembly or using the Safe Routes to Schools' YIKES! Assembly.

Participating in the Contest

Be sure that the students understand how to fill out the cards and what restrictions apply. A carpool must be two or more families sharing driving, not a large family traveling together.

Schedule a set time and place when children can have their cards stamped and receive their grab bag prizes. Weekly check-ins are recommended for the duration of the contest. Include the days, time and location(s) of the weekly check-ins when you advertise the contest, so students fully understand how to participate.

Good places to set up your check-in table are:

- At your weekly walk and bike to school table.
- At your school office, if you have a willing staff person.
- At a designated location during lunch time.

The check-in process is easy; just follow these simple steps:

- Arrange for at least two volunteers per check-in table. More volunteers are recommended if you have a large number of students participating.
- Provide your volunteers with the following materials: Pens, stapler, stamp for cards, grab bag, extra FRM participation cards.
- Children that have 20 points or more accumulated on their cards will be visiting the table. When a child turns in their card, there are three things you do at the check-in table:

1. Stamp their card next to the last accumulated 20 points. This way, you'll know when they last checked in for the contest.
2. Staple a raffle ticket to their card and enter them in the raffle by writing their name on the backside of the matching numbered raffle ticket. Some team leaders prefer to collect cards and redistribute cards every 20 points. If you do this, realize that you will then be holding onto the student's raffle ticket, and must have them available at the final prize drawing.
3. Allow them to select a reward from the grab bag. Be sure to tell them to keep playing for more prizes.

Providing Extra Incentives:

Here are some suggestions for incentives that target both the youth who walk and bike on a daily basis, as well as those who really cannot participate because of where they live, disabilities or because of before and after school care.

For Frequent Riders:

You can sort the grab bag prizes and reserve the more desirable rewards for students who put in extra effort. This gives kids the added incentive to walk and bike more often. For instance, children who earn 20 points choose from grab bag #1. Those who earn 40 points choose from grab bag #2, and so on. You can ask your PTA to provide special rewards for the top-earning students.

For Those Who Can't Walk Or Bike To School:

You can also create special tasks for children who really cannot participate because of where they live, disabilities or because of before and after school care. Have them create a poster or write an essay that encourages more walking and biking and let them choose a reward. Put these up on the bulletin board. You can also have them volunteer at the table checking cards and let them choose a grab bag item.



Ideas for Publicizing the Contest



"YIKES!"

It is most effective to use all these methods simultaneously.

- 1.** Provide teachers with information about the contest. It has been proven important to provide teachers with the correct contest information and ensure that they fully understand how it works, to avoid teachers misinforming their students about it.
- 2.** Announce the contest at an assembly program. Safe Routes will perform the YIKES! Assembly at your elementary school as a way to teach the school about safety and provide an introduction for you to announce this contest. This assembly will get the kids excited about the contest.
- 3.** Assign volunteers (especially room parents who walk or bike with their children to school) to go to each class and explain the contest and answer questions. Younger children will need extra help learning how to fill out their card. Advise them to have their parents to fill out the card with them.
- 4.** Advertise the contest in your weekly school newsletter. You can use newsletter announcements to both publicize the contest and to announce the names of the winners.
- 5.** Post the contest posters on walls and bulletin boards. Use the same bulletin boards to advertise the names of the students who have won prizes. Create a display somewhere in the school that publicizes the contest and shows the prizes that students can win.
- 6.** Provide the school office with weekly loudspeaker announcements that remind kids to participate and to turn in their cards. Change the announcements from week to week by adding in the names of students who are being very active in the contest or name the prizes to be raffled off at the contest's end.

Instructions for Teachers

The Frequent Rider Miles (FRM) contest will be starting next week. This sheet contains a description of the contest and frequently asked questions (FAQs) to help you answer any questions your students may have. The FRM participation cards have already been distributed to the students through _____. However, students will approach their teachers with questions, so this information should provide you with the answers you need.

Description

The FRM contest rewards children who come to school by walking, biking, by carpool or bus. Every time a child walks, bikes, carools, or takes the bus to school they put a forward slash “ / ” in the box for that day on their card; each slash is worth one point. A child who walks, bikes, carools or takes the bus home from school puts a backward slash “ \ ” in the box; each slash is also worth one point. Thus a complete “ X ” represents travel both ways in one day, and is worth two points.

During the days, times and at the locations at your school noted below, volunteers will be manning a table where students can exchange their FRM cards with 20 or more points for grab bag prizes and a raffle ticket. At the end of the six-week contest, a raffle drawing is held to select winners of the prizes.

Date(s):

Location(s):

Start Time:

End Time:

FREQUENTLY ASKED QUESTIONS

Where do I turn in my raffle ticket?

Tickets are turned in at _____

What can I win?

For every 20 points accumulated, students pick a small prize from a grab bag; these are items such as stickers, hacky sacks, pencils and bookmarks. At the end of the contest, all students whose names have been entered into the raffle will be eligible to win prizes.

I lost my raffle ticket.

Where can I get a new one?

The school office will have more raffle tickets or will provide you with the name of the Safe Routes to Schools parent volunteer who can replace the lost one.

What counts as a carpool?

A carpool is considered driving to school with a person that does not live in the same house as you, or in other words, two or more families who share driving kids to school.

Instructions for Parents and Students



Included with this letter is a Frequent Rider Mile (FRM) contest participation card. This contest will occur for a period of six weeks, from _____ to _____. During this time period, students will be rewarded for walking, biking, carpooling and bussing to school.

If you follow these simple steps you and your child will be able to enjoy the fresh air and wonderful times of getting to school together, and be eligible for some great prizes!

1. Walk, bike, carpool or bus to school.
2. Place a forward slash " / " in the box for that day on their card.
This slash is worth **one** point.
3. If you walk, bike, carpool or bus home from school, put a backward slash " \ " in the box.
This slash is worth **one** point. Thus a complete "**X**" represents travel both ways in one day, and is worth **two** points.
4. Bring your card into your school's weekly scheduled FRM card check-ins for a volunteer to stamp.
For every 20 points your child accumulates, he or she will receive a prize from a grab bag and a raffle ticket.
5. Sign the card and turn it in at the end of the contest.
6. Hope for good fortune.... With every raffle ticket, your child has a chance to win one of several prizes donated by Trek, including a gift certificate for a new bicycle!

REMEMBER:

1. Use crosswalks when walking to school.
2. Wear your helmet when bicycling to school

Contest Announcements



NEWSLETTER ANNOUNCEMENTS

Introducing the Contest

Celebrate spring by trying out a new habit. Choose freedom from vehicular drop-off line stress and share some healthy time with your child. Join the fun of the Frequent Rider Miles contest and win prizes for walking, biking, bussing and carpooling to school.

For the next six weeks, students will be rewarded at school for getting to school in healthy ways. Trek Bicycles has teamed up with Safe Routes to Schools to provide prizes to children who commute in these ways. Make sure you fill out the Frequent Rider Mile cards provided for your child to make them eligible to win prizes – including a gift certificate for a new bike! Here is how your child can participate:

- ★ Walk, bike, carpool or bus to school.
- ★ Place a forward slash (/) in the box for that day on their card. This slash is worth one point.
- ★ If you walk, bike, carpool or bus home from school, put a backward slash (\) in the box. This slash is worth one point. Thus a complete “X” represents travel both ways in one day, and is worth two points.
- ★ Bring your card into your school’s weekly scheduled FRM card check-ins for a volunteer to stamp. For every 20 points your child accumulates, he or she will receive a prize from a grab bag and a raffle ticket.

★ Sign the card and turn it in at the end of the contest.

★ Hope for good fortune.... With every raffle ticket, your child has a chance to win one of several prizes!

For more information on volunteering for Safe Routes to Schools, or if you have any questions please call _____ (provide name and phone number).

Middle of the Contest Announcement

How many Frequent Rider Mile points have you collected? Have you biked, walked, bussed or carpoled recently? If you have, you are eligible to win some great prizes including a new bike! Remember to fill out the Frequent Rider Miles cards you received and bring them in on the weekly scheduled Frequent Rider Mile card check-in days. The tables are located at _____ (location) on _____ (day(s)) with rewards for those with 20 points or more on their cards. If you have questions, please call _____ (provide name and phone number).

Final Week of Contest Announcement

This is the last week of the Frequent Rider Mile contest. **REMEMBER TO TURN YOUR CARDS INTO THE OFFICE BY FRIDAY** at _____ (time).

Thanks so much for participating. We hope that you have enjoyed your trips to and from school. Stay tuned for the winners of the raffle prizes.

Prize Winners Announcement

We are pleased to announce the winners of the Frequent Rider Mile contest. They are: _____ (list names of students and their prizes. Some team leaders list all the names of the kids that participated and the amount of points they collected as well.).

Thanks to everyone that participated. Stay safe, have fun and treasure your neighborhood! For more information on volunteering for Safe Routes to Schools, please call _____ (provide name and phone number).



LOUDSPEAKER ANNOUNCEMENTS

Middle of the Contest Announcement

Have you been biking, walking, bussing or carpooling to school recently? Are you keeping track of your Frequent Rider Miles contest points on the cards you received? You can win prizes when you accumulate 20 points or more! Remember to bring your card in on _____ (day(s)). The tables are located at _____ (location) between _____ and _____ (times).

Last Day of Contest Announcement

Bring in your Frequent Rider Mile contest cards tomorrow and drop them off at _____ (location of drop off). This is your last chance to join the raffle to win many fabulous prizes from Trek Bicycles, including a gift certificate for a new bike. Thanks to everyone for reducing traffic at our school and reducing pollution in Marin.

Checklists



Check-In Table Supplies

- ☐ Volunteers - two or three
- ☐ Tables – best to have two, one close to the bike rack
- ☐ Seats – two or three
- ☐ Raffle tickets
- ☐ Pens
- ☐ Stapler
- ☐ Grab bag of prizes
- ☐ Stamp and ink pad for cards
- ☐ Extra cards and instruction sheets

Contest Coordination Tasks

- ☐ Inform the school administration and the PTA of the contest
- ☐ Photocopy instruction sheets for the teachers and inform them of the contest
- ☐ Recruit volunteers and enter them on your volunteer list
- ☐ Pick up grab bag prizes, Trek prizes and contest posters from SR2S staff
- ☐ Post banners and posters
- ☐ Post contest announcement in the school newsletter
- ☐ Distribute FRM cards and instructions
- ☐ Ask Principal to make loudspeaker announcements and provide script
- ☐ Coordinate card check-in days
- ☐ Coordinate collection of FRM cards on contest's last day

Frequent Rider Miles Volunteer Job List

Task	Name	Phone #	Email	Dates Working
Teachers/administrators communication				
Prizes and posters pickup				
Posters/banners display				
Cards/instructions distribution				
Newsletter article coordination				
Loudspeaker announcement coordination				
Check-in tables coordination				
Check-in tables #1 host				
Check-in tables #1 host				
Check-in tables #2 host				
Check-in tables #2 host				
Final Card collection				
Student Participation tallying				
Raffle prizes assembly coordination				



Name _____

Grade _____

Phone _____

Parent's signature

How to Play Frequent Rider Miles

1. Write the date at the beginning of each week.
2. Every day you walk, bike, carpool* or take the bus to school, put a **/** in the box for that day of the week.
3. Every day you walk, bike, carpool* or take the bus home, put a **** in the box for that day of the week.
4. Thus, if you walk, bike, carpool* or take the bus both ways you'll put an **X** in the box for that day of the week.
5. When you have **20** points, have your card checked for your reward and get your name in the raffle to win a new Trek bicycle and other prizes.
6. Continue to use your card, follow steps 1-5 again for more rewards and chances to win valuable prizes.
7. Keep filling in your card until the end of the contest.
8. Be sure to have your parent's signature on your card.

***A carpool is two or more families sharing a ride to school**

Frequent Rider Miles

20 points to win!



= 1 point



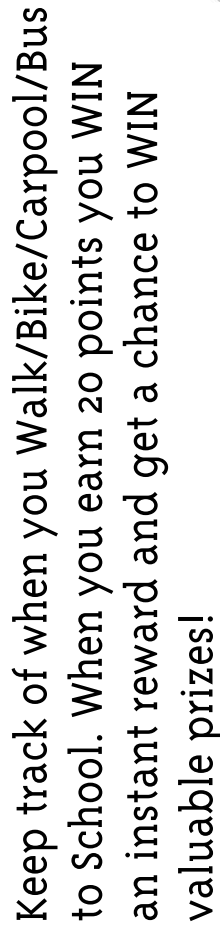
= 2 points

Start Date	M	T	W	Th	F	Points

TOTAL POINTS _____

Frequent Rider Miles

Play and Win!

[illegible]

www.tam.ca.gov

SAFE ROUTES TO SCHOOLS PROGRAMS



Safes Routes to Schools is a project of the Transportation Authority of Marin.